

# Airborne Surveillance: International Emerging Markets Analysis and Outlook

June 2007



## Key Findings

- Emerging markets (Developing nations) constitute the near to medium term addressable market for affordable airborne surveillance solutions
- Company must be capable to offer affordable high technology, and reliable airborne solutions
- A strong strategic partnership essential for market penetration
- Dominant end user considerations will remain price/performance offer and the support quality that can be expected over the product life cycle
- Market is just beginning to shape up and opportunities abound with a total market value expected to exceed \$3.3 billion to 2016
- Users will be very sensitive to offset benefits as well as the stability and strength of the partnership between integrators and OEMs



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